REMARKS

This is in response to the Office Action dated November 19, 2007. For at least the reasons stated below, Applicant submits that all claims are allowable in view of the prior art of record.

Applicant hereby amends claim 27 to recite a computer readable medium comprising computer program code for execution by a programmable processor that instructs the processor to perform a method for synchronizing and propagating changes to an event in accordance with the program code segments. Applicant further makes additional clarifying amendments throughout the pending claims. These amendments do not add any new matter beyond the specification as originally filed. Accordingly, Applicant requests entrance and examination of claims as amended.

Claim 27 stands rejected under 35 U.S.C. 101 as being directed to non-statutory subject matter because the Examiner asserts that the claim is directed towards a computer program *per se*. Claim 27, as amended, is properly directed to statutory subject matter: a computer readable medium having executable instructions stored thereon, where the instructions, when executed by a programmable processor, are operative to perform claimed processing operations. Accordingly, Applicant requests withdrawal of the present rejection of claim 27 being directed to non-statutory subject matter.

Claims 19 through 27 stand rejected under 35 U.S.C. 103(a) as being obvious over U.S. Patent No. 6,606,748 to Tomoika ("Tomoika") in view of U.S. Patent No. 5,818,441 to Throckmorton ("Throckmorton"). Applicant respectfully disagrees and submits that Tomoika and Throckmorton, either alone or in combination, fail to teach or suggest all of the claimed elements recited herein.

Applicant previously noted Tomoika's failure to teach or suggest the claimed "other event," which "is a subsidiary event that provides the viewer with additional multimedia data that enhances" the original event. The Examiner agreed and subsequently asserted Throckmorton as curing this deficiency, to which Applicant respectfully disagrees.

Throckmorton, as understood by Applicant, inserts associated data into the vertical blanking interval ("VBI") of a television signal. The associated data includes data that is "generated separately from the primary data but having content that is relevant to the primary data in general." Col. 3, lines 56-57. Throckmorton also discusses synchronizing the transmission of the original content and the VBI-inserted associated data. Col. 4, lines 52-58.

In the present Office Action, the Examiner states that one having ordinary skill in the art would have been motivated to combine the associated data of Throckmorton with the system of Tomoika to generate the presently claimed invention, to which Applicant respectfully disagrees. On page 4 of the present Office Action, the Examiner first notes Tomoika's failure to teach or suggest the claimed "at least one other event is a subsidiary event." In contrast, on page 4, lines 15-17 of the present Office Action, the Examiner asserts Tomoika as disclosing the execution of the "procedure to change at least one of the at least one other event," specifically at col. 20, lines 45-65. This passage in Tomoika relates specifically to the variation data records, such as the provided example of increasing the duration of the Monday Night Movie by 15 minutes. This passage in Tomoika, however, does not relate to the claimed "at least one other

event," but rather clearly and explicitly relates to the event identifier itself, which in this case is the programming being broadcast.

Tomoika does not teach or suggest the execution of a procedure to change at least one of the at least one other event, where the at least one other event is a subsidiary event, as claimed. Throckmorton, as noted above, is only asserted for disclosing the "associated data," but does not teach or suggest the execution of a procedure to change at least one of the at least one other event. At best, the Examiner-cited passage on col. 4, lines 52-65 of Throckmorton discusses the broadcast synchronization to insure that associated data is inserted into the proper VBI fields, whereby the associated data is blended into the VBI fields when the original content is being broadcast. This is wholly inconsistent with the claimed execution of a procedure to change at least one of the at least one other event "in response to identifying the procedure upon inspecting the second table."

Claims 20 through 22 and 24 through 26 depend from independent claims 19 and 23, respectively, and recite additional patentable subject matter. Claims 20 through 22 and 24 through 26 are therefore allowable for at least the same reasons stated above regarding independent claims 19 and 23.
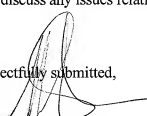
Accordingly, Applicant submits the present rejection is improper as applied to claims 19 through 27 because Tomoika and Throckmorton, either alone or in combination, fail to teach or suggest all of the claimed elements including, but not limited to, the execution of a procedure to change at least one of the at least one other event in response to identify the procedure upon inspecting the second table. Applicant thereby requests reconsideration and withdrawal of the present rejection.

For at least all of the above reasons, Applicant respectfully requests that the Examiner withdraw all rejections, and allowance of all the pending claims is respectfully solicited. To expedite prosecution of this application to allowance, the examiner is invited to call the Applicants' undersigned representative to discuss any issues relating to this application.

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Respectfully submitted,

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